

OBESITY PREVENTION PROGRAM
Arizona Department of Health Services
SCHOOLS WORKGROUP OBJECTIVES AND STRATEGIES

ASSUMPTIONS:

In developing strategies for the state plan, components were addressed which the group agreed must be present *throughout* the plan and are implied in *each* of the school workgroup goals. These are:

1. There was a strong consensus that action needed to be taken to re-think curriculum changes. Agreement was made to look at what is already developed in the way of free resources for schools to use at the local level.
2. There was also strong consensus that the entire school environment needs to be considered when suggesting changes. Changes in schools seem to work best when implemented at the local level with the direct involvement (buy-in) of school staff, parents, students and the community.
3. All objectives and strategies should consider and address the unique needs of all students including students with special health care needs.

OBJECTIVE #1

To establish a comprehensive healthy school environment with support of staff, students, parents and community members in all Arizona School Districts.

Strategy A:

Establish common goals/standards for Nutrition and Physical Education, which includes healthy lifestyle concepts for all Arizona School Districts.

Action Steps:

- Use a coordinated school health “Kit” from CDC with creative strategies for approaching schools at the local level. Review already developed approaches, ie. Kids First.
- Approach Educators and Administrators directly to educate and invoke buy-in to changes.
- Develop standards and/or identify ready-made standards.
- Develop or find existing (Dairy Council material, 5-A-Day, Build Better Bones) curriculum, which includes healthy lifestyle choices content (healthy eating, peer pressure, PA for life activities, portion control, etc).
- Develop a program that uses peers to carry the healthy messages (look at Nogales example).
- Build on existing partnerships to assist with changes: ADE, Park Districts; Parent Groups; Retailers/Sponsors, and Manufactures.
- Make a curriculum resource list available (see AFHK – what works for info)

Target audience:

- Arizona Department of Education
- Age 18 and under
- Arizona Nutrition Network
- School Districts

- Individual School Administration
- Charter School Association
- Arizona School Administrators – ASA
- PTO/PTA Organizations
- Arizona Educators Association – AEA
- Arizona School Board Officials - ASBO
- Arizona School Board Association - ASBA
- Legislators/Executive Branch of Governor's Office
- American Academy of Pediatrics
- Arizona State Board of Education
- Action for Healthy Kids – Az Branch
- Governor's Council on Health and Physical Fitness
- Arizona Nurses Association

Organizations for participation included:

- Active Arizona 2010
- Arizona Department of Education – ADE
- Arizona AHPERD
- Arizona Interscholastic Association – AIA
- School Nutrition Association – SNA
- Nutrition Network
- Arizona Nurses Association
- Action for Healthy Kids – Az Branch
- Governor's Council on Health and Physical Fitness

Strategy B:

Establish a baseline using student's BMI measurements, create an action plan and implement the plan.

Action Steps:

- Assess current funding to do assessments
- Secure funding for identifying areas of need.
- Review statistics and trends of last decade regarding the obesity problem.
- Get assessment information out to interested/applicable people and organizations.
- Use resources available such as the School Health Index, School Health Education Profile, Youth Risk Behavior Survey.
- Increase number of schools who participate in the School Health Education Profile.
- Coordinate with School Health Councils
- Implement action plans that come out of doing the assessments.

Target Audience:

- Parents
- Arizona Department of Education
- Age 18 and under
- Arizona Nutrition Network
- School Districts
- Individual School Administration
- Charter School Association
- Arizona School Administrators – ASA

- PTO/PTA Organizations
- Arizona Educators Association – AEA
- Arizona School Board Officials - ASBO
- Arizona School Board Association - ASBA
- Legislators/Executive Branch of Governor’s Office
- American Academy of Pediatrics
- Arizona State Board of Education
- Action for Healthy Kids – Az Branch
- Governor’s Council on Health and Physical Fitness
- Arizona Nurses Association

Organizations:

- STEPS Grant Participants
- Universities: U of A Center for Physical Activity and Nutrition, ASU, NAU
- Scottsdale Healthcare
- ADHS – Surveillance System

Strategy C:

Develop and Implement a coordinated social marketing campaign that targets schools, families, and community using Native, Hispanic and Anglo cultural sensitivity.

Action Steps:

- Educate schools on the established a link between food health/nutrition and higher academic performance. Promote the fact that kids who are physically active behave better in school and kids who have a nutritionally sound breakfast do better on tests and have less illness, which increases attendance.
- Use Focus Groups (children) results to identify appealing message.
- Change image from athlete to active in daily life, washing cars, doing yard work, playing.
- Bring campaign into Food Service with visual example of choices.
- Hammer home the message that being healthy is attractive.
- Connect healthy messages to something they already like:
NASCAR, X-games, BMX, Tony Hawke (skater), AZ/local team sports.
- Campaign to reduce computers time and T.V. time as well as removing TVs from children’s bedrooms.
- Review existing campaigns such as the “Truth Program”. See legacy.org.
- Establish a funding partnership – Sports Illustrated
- Use School T.V. and other media like PSAs.

- Coordinate with Social Marketing Team within ADHS, use university student in marketing /business, use volunteers.

Target audience:

- School Districts
- Individual School Administration
- Charter School Association
- Arizona School Administrators – ASA
- PTO/PTA Organizations
- Arizona Educators Association – AEA
- Arizona School Board Officials - ASBO
- Arizona School Board Association – ASBA
- Families
- Students
- Communities
- Food Service personnel

Organizations for participation included:

- Arizona Department of Education – ADE
- Arizona Department of Health Services
- Private Sponsorship
- Radio Stations
- Television Stations
- Print Media Companies

Strategy D:

Encourage and support parent-led “walking school buses” to increase PA before and after school.

Action Steps:

- Fund local coordinator
- Market program in the media campaign
- Provide incentives (partnerships) - i.e. t-shirts
- Provide Walking Kits (Safety vest, sign-up sheets; whistles, stop signs)
- Perform program evaluation (roll sheets)
- Establish and/or Identify safe walking paths

Target audience:

- Elementary School
- Families,
- Principals,
- School Districts,
- PTO's
- School boards/District Reps

Organizations for participation included:

- Blue Cross, Blue Shield
- Sun Wise
- Community Partners
- AHCCCS
- Senior Citizens volunteers

- Local developers (walkways: considerations extreme heat/cold)
- Local media
- Local government

Strategy E:

Establish school policy to increase quality of food (nutritive vs. non-nutritive) in cafeteria, school store, vending, fundraising/classroom parties, rewards, etc.

Action Steps:

- Form local (task force) TF at school level and empower them to create local policy
- Fund trainer at State level to work with schools, assess environment, give them tool kit
- Survey school lunch program in each school for nutrition quality
- Analyze nutrition quality of Food Service
- Develop improvement plan and Implement plan
- Encourage private sector participation with school health and nutrition programs using model guidelines for advertising, vending and revenue sharing.

Target audience:

- Parents,
- Teachers,
- Administrators,
- Student,
- School boards

Organizations for participation included:

- ADE and ADHS should facilitate this process
- USDA
- School Foodservice Association

Strategy F:

Create policy to recommend recess before lunch and daily physical education/wellness for all students.

Action Steps:

- Educate target audience to get buy-in
- Lobby to get legislator sponsorship
- Secure funding for more teachers (certified), equipment, etc.
- Research how and what other school/states are doing
- Mandate changes with legislative backing and funding
- Gather Players, Resources (i.e. Heat Initiative)
- Implement by District
- Grassroots Efforts

Target audience:

- K-6 students/teachers
- Administrators
- Districts
- ADE
- Legislators

- School Board
- Administrators
- Associations, PTO/PTA

Organizations for participation included:

- Universities,
- Health Departments,
- Legislators,
- PTO/PTA,
- Community and corporate partners,
- ADE,
- Teachers,
- Administrators,
- Districts

Strategy G:

Increase Physical Activity, emphasizing intramural, wellness and other broad-based activities, and Nutrition Education opportunities on school property before, during and after school.

Action Steps:

- Increase opportunities for all children to participate in physical activity before, during and after-school.
- Promote alternate/additional credit incentive for physical activity to be credited for graduation.
- Recruit volunteers to facilitate programs within the schools and secure non-traditional funding for program coordinators such as corporate sponsorship.
- Revisit state tax credit policy to allow extra-curricula physical activity.

Target audience:

- School Districts
- Individual School Administration
- Charter School Association
- Arizona School Administrators – ASA
- PTO/PTA Organizations
- Arizona Educators Association – AEA
- Arizona School Board Officials - ASBO
- Arizona School Board Association – ASBA
- Families
- Students
- Communities

Organizations for participation included:

- Parents
- Arizona Department of Education
- Age 18 and under
- Arizona Nutrition Network
- School Districts
- Individual School Administration
- Charter School Association

- Arizona School Administrators – ASA
- PTO/PTA Organizations
- Arizona Educators Association – AEA
- Arizona School Board Officials - ASBO
- Arizona School Board Association - ASBA
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- Arizona State Board of Education
- Action for Healthy Kids – Az Branch
- Governor’s Council on Health and Physical Fitness
- Arizona Nurses Association

Strategy H:

Educate and recommend schools and after-school programs have physical education/activities that meet the needs of special health care children.

Action Steps:

- Establish a baseline of information on current services/practices in schools/communities
- Educate schools and after-school programs on importance of physical activity and nutrition and the needs of special needs children in those arenas
- Encourage staff and parents to use 504’s and Individual education Plans for recreation plans
- Create best practices and training protocols for people who work with special needs population
- Work with local government, parks and recreation, community services, etc. to increase adaptive facilities/opportunities
- Recruit qualified personnel and encourage state requirements/certifications for adapted Physical Education teachers
- Encourage universities and higher education to create a program and certification for adapted Physical Education teachers

Target audience:

- Schools
- Parents
- Individuals affected
- Health Care Providers
- Communities
- Faith communities
- Service and support coordinators
- Adapted PE teachers

Organizations for participation included:

- Physical Therapists
- Occupational Therapists
- Nutritionist
- Recreation Therapist
- Adaptive PE teachers
- Developmental Psychologist
- Community Action Teams
- School Nurses
- Health Educators
- School Councils

Strategy I:

Educate and apply knowledge learned in classroom curriculum to making healthy cafeteria choices.

Action Steps:

- Create criteria for a quick identifier- concerning healthy food items.
- Promote alternate/additional credit incentive for physical activity to be credited for graduation.
- Use existing resources such as Five-A-Day the color way – 3-A-Day, Redlight/Green light, winners circle, etc. to educate students on nutrition choices.
- Revisit state tax credit policy to allow extra-curricula physical activity.

Target audience:

- School Districts
- Individual School Administration
- Parents
- Vendors
- Food Service Directors

Organizations for participation included:

- Parents
- Arizona Department of Education
- Age 18 and under
- Arizona Nutrition Network
- School Districts
- Individual School Administration
- Action for Healthy Kids – Az Branch
- Governor's Council on Health and Physical Fitness

OBJECTIVE #2

Streamline and focus obesity prevention efforts taking place in the state of Arizona.

Strategy A:

Create a network organization dealing with obesity prevention, healthy living and lifestyles to coordinate efforts and disseminate information on programs, grants, etc. in Arizona.

Action Steps:

- Create resource directory of agencies and programs – ADHS to take lead in this effort.
- Create a Communication network/website with links to agencies and programs

Target audience:

- Public Health Agencies,
- ADHS,
- State,
- County,
- Municipal,
- Schools – Department of Education,
- Health Care Providers

Organizations for participation included:

- ADHS as team leader – continue to facilitate
 - Advisory committee: children, parents, educators, teachers, principals, administration, food service, community, legislators, ADE, commercial, Health Care
 - School faculty, ADE, legislators
- Representatives from: public health agencies, schools

Strategy B:

Establish traditional and non-traditional funding sources to implement or support all strategies included in this plan.

Action Steps:

- Approach CEO's to sell ideas and have them mobilize their lobbyist to lobby for legislation to assist success of strategies.
- Develop grassroots component to create local input and local solutions.
- Develop community/stakeholder buy-in: parents, teachers, school administration.
- Review existing revenue streams to discover potential funding.
- Use corporate sponsorship (SRP, Coca Cola, Nike, etc.)
- Educate Policy makers
- Create change in policy tax code or other funding streams.

Target audience:

- Policy Makers,
- Legislators
- Corporate Sponsors
- Health Care Providers

Organizations for participation included:

- Service Organizations
- Chamber of Commerce
- Greater Phoenix Leadership
- Arizona Health Education Centers (AHEC)